

### REMARKS

1. Reconsideration and further prosecution are respectfully requested in view of the discussion as follows. Claims 1-36 are pending in this application.

Claims 3, 10, 11, 15, 22, 23, 27, 34 and 35 have been rejected under 35 U.S.C. §112, first paragraph. Claims 1, 7-9, 13, 19-21, 25 and 31-33 have been rejected under 35 U.S.C. §102(a) as being anticipated by "RFP Marketing Opportunities Abound At: 'design Your Dream House' (RFP)". Claims 3, 11, 12, 15, 23, 24, 27, 35 and 36 have been rejected under 35 U.S.C. §103(a) as being obvious over RFP. After a careful review of the claims (as amended), it has been concluded that the rejections are in error and the rejections is, therefore, traversed.


2. The Examiner asserts that the contents of claims 3, 10, 11, 15, 22, 23, 27, 34 and 35 fail to comply with the written description of the specification requirement. However the claims are part of the written description and therefore would inherently comply with the written description requirement of the specification.

3. The claims have been re-worded to recite the use of a second websites. Support for the second website may be found in FIG. 1

In this regard, RFP fails to provide a second website. Since RFP fails to provide a second website, RFP does not teach each and every claim limitation. Since RFP does not teach each and every claim limitation, the rejections are believed to be improper and should be withdrawn.

3. Allowance of claims 1-36 as now presented, is believed to be in order and such action is earnestly solicited. Should the Examiner be of the opinion that a telephone conference would expedite prosecution of the subject application, he is respectfully requested to telephone applicant's undersigned attorney.

Respectfully submitted,  
WELSH & KATZ, LTD.



By  
Jon P. Christensen  
Registration No. 34,137

August 6, 2004  
WELSH & KATZ, LTD.  
120 South Riverside Plaza  
22nd Floor  
Chicago, Illinois 60606  
(312) 655-1500